

Message Text

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15

ORIGIN COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 CIAE-00 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 /075 R

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DRAFTED BY: COM:DJONES:JW

APPROVED BY: EB/OCA/REP:LHPOMEROY

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R 202109Z MAY 74

FM SECSTATE WASHDC

TO AMEMBASSY BERN

UNCLAS STATE 105076

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJ: FOREIGN BUYER PROGRAM (TYPE B) PMMI PACKAGING EX-
POSITION OCTOBER 7-10, 1974 (PACK EXPO '74)

REF: BERN 1754, STATE A-2763

1. PMMI ADVISES NO REPEAT NO MAJOR PACKAGING SHOW U.S.
1975. THEIR 1976 SHOW SCHEDULED OCTOBER 25-29, MCCORMICK
PLACE, CHICAGO.

2. ALTHOUGH PMMI NOT ENTIRELY FAMILIAR INTERPACK DUSSEL-
DORF, ADVISE THEIR SHOW PRIMARILY EXHIBITS PACKAGING AND
CONVERTING MACHINERY AND MATERIALS. NO FOOD PROCESSING
MACHINERY EXHIBITED.

3. PACK EXPO '74 EXPECTED PROVIDE BROADEST AND MOST
THOROUGH REVIEW OF PACKAGING AND PACKAGING RELATED
CONVERTING MACHINERY AND MATERIALS MARKETPLACE AS WELL AS
MOST CONCENTRATED BODY OF PACKAGING KNOWLEDGE EVER
ASSEMBLED IN ONE PLACE AT ONE TIME.

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4. PMMI WASHINGTON RECOMMENDS SWISS PACKAGING INSTITUTE
ATTENDANCE AT 74 SHOW IN VIEW NO PACK SHOWS SCHEDULED FOR 1975.

5. REGRET DELAY ANSWER YOUR 1754. ALTHOUGH REALIZE
SHORT-LEADTIME, DOC SUPPORTING PACK EXPO 74 AND
PROMOTION PLANS WILL BE PUT INTO EFFECT SHORTLY. RUSH

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